

WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214



Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

## Contract # 339518

Schedule Dates 11/01/12-11/06/12  
Advertiser Pol/Iss/60 Plus Association (12285)  
Agency/T-Code Mentzer Media Services, Inc. (3427)/833926835  
Product Political - Issue (1068)  
Brand ISS/60 PLUS ASSOCIATION (140837)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name KOHLBAUER,STEPHANIE  
Phone/Fax /  
CPE 15  
Account Types National/Political  
Billing Type Standard  
Comments 60 PLUS ASSOCIATION

Date Entered 10/31/12  
Last Modified 11/05/12  
Entered By Deb O'Keefe  
CO-OP Yes  
Headline # 06401053  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,936.25  
Net Total \$50,638.75  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Nov. 2012 26 \$59,575.00  
Grand Total: 26 \$59,575.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	5P- 5:30P (EST)					1	1			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 5-530P/1	10/31/12
2.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	5:30P- 6P (EST)					1	1			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 530P-6P/2	10/31/12
3.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	5:58P- Channel 11 News At 6pm M-F					1	1			2	\$1,850.00	\$3,700.00	Pittsburgh (WPXI)	NEWS 6-630P/3	10/31/12
4.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	6:59P- Jeopardy					2	2			3	\$3,350.00	\$10,050.00	Pittsburgh (WPXI)	JEOP/4	10/31/12
4.0.1	Closed Preempt	11/02/12															Pittsburgh (WPXI)	Political/Spot -	
5.0	Normal Line / Spot	11/01/12-11/02/12	2	:30	7:30P- WHEEL OF FORTUNE					2	2			4	\$3,350.00	\$13,400.00	Pittsburgh (WPXI)	WHEEL/5	10/31/12
6.0	Normal Line / Preempt	11/03/12-11/03/12	2	:30	6P- 6:30P (EST)							1			\$1,275.00		Pittsburgh (WPXI)	P/E PGM CHG- SAT 6P NEWS/6	10/31/12
6.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Political/Exception -	
7.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	7:30P- Hines Ward Show 730-8P							1			\$1,225.00		Pittsburgh (WPXI)	HINES WARD /730P/7 MG	10/31/12
7.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
8.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	8A- 10A (EST)							1		1	\$750.00	\$750.00	Pittsburgh (WPXI)	SUN AM NEWS 8A-10A/8	10/31/12
9.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	5:30A- 8A (EST)							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	SUN AM NEWS 530A-8A/9	10/31/12

## CONFIRMATION CONTRACT

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Accepted-Station:

Date:

Comments:

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Agency/T-Code

Mentzer Media Services, Inc. (3427)/833926835

Product

Political - Issue (1068)

Brand

ISS/60 PLUS ASSOCIATION (140837)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

KOHLBAUER,STEPHANIE

Phone/Fax

/

CPE

15

Account Types

National/Political

Billing Type

Standard

Comments

60 PLUS ASSOCIATION

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Order Type Normal

Package Deal

Commission % 15.00

Commission \$8,936.25

Net Total \$50,638.75

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Pittsburgh (WPXI)

By Broadcast Month

Nov. 2012

Grand Total:

Spots 26

Rate \$59,575.00

Grand Total: \$59,575.00

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10.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:30P- 5:30P (EST)	1	1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	5-530P NEWS/10	10/31/12
11.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:30P- 6P (EST)	1	1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	530P-6P NEWS/11	10/31/12
12.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,850.00	\$1,850.00	Pittsburgh (WPXI)	6P NEWS/12	10/31/12
13.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	2	2								\$3,350.00		Pittsburgh (WPXI)	JEOP/13	10/31/12
13.0.1	Closed Preempt	11/05/12															Pittsburgh (WPXI)	Political/Exception -	
13.0.2	Closed Preempt	11/05/12															Pittsburgh (WPXI)	Political/Spot -	
14.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	7:30P- WHEEL OF FORTUNE	2	2							2	\$3,350.00	\$6,700.00	Pittsburgh (WPXI)	WHEEL/14	10/31/12
15.0	M/G For 4.0.1.6.0.1 / Spot	11/05/12-11/05/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)		11/2/12
15.1	M/G For 4.0.1.6.0.1 / Spot	11/05/12-11/05/12	2	:30	12:30P- The Doctors 1230-130P	1	1							1	\$575.00	\$575.00	Pittsburgh (WPXI)		11/2/12
16.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)		11/2/12
17.0	Revised Line / Spot	11/05/12-11/05/12	4	:30	4:28A- Channel 11 News 430A	1	1							1			Pittsburgh (WPXI)		11/2/12

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17.1	Normal Line / Spot	11/05/12-11/05/12	5	:30	4A- Early Today	1	1							1	\$50.00	\$50.00	Pittsburgh (WPXI)		11/2/12
18.0	M/G For 13.0.1,13.0.2 / Prime	11/05/12-11/05/12	2	:30	10P- Revolution 10-11P	1	1							1	\$6,700.00	\$6,700.00	Pittsburgh (WPXI)	REVOLUTION/13	11/2/12
19.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5:30A- 6A (EST)								1	1	\$0.00	\$0.00	Pittsburgh (WPXI)	Ward moved from 11/3 to 11/4 line 7	11/4/12
20.0	M/G For 7.0.1 / Spot	11/06/12-11/06/12	2	:30	7A- Today Show		1							1	\$1,225.00	\$1,225.00	Pittsburgh (WPXI)	today/7 MG	11/5/12

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